

Monthly Tourist Tax Data Analysis

Tourist Tax Data and Statistics Report for Brevard County For Month Ending November 30, 2015



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Tourist Development Council

January 19, 2015

Tourist Development Council
Brevard County, Florida

Tourist Tax Data and Statistics Report for month ending: November 30, 2015

Please find included herein the historical "Tourist Tax Data and Statistics Report" for the month ending November 30, 2015. The data in this report is grouped in accordance with guidelines as prescribed in Florida Statutes.

Please be advised of the following which affect the data grouping and reporting:

1. All information is unaudited.
2. "Gross Receipts" represents Tourist Tax Collection figures reported to the Tourist Development Office from the Tax Collector's Office and all statistics are based on tax returns submitted and paid. Statistics are subject to change due to subsequent collections and future enforcement action.
3. The geographical definition of current zones may be modified for compliance in future reporting.
4. Recent modifications to data reporting systems and regulations apply to data that is generated by our tax collection process and related systems. Third party data which may be obtained by us to provide enhanced statistics are outside such regulation, such as the STR report.
5. Please note the following for types of properties, which have been grouped for better organization and representation of the data:
 - Hotel / Motel represents all Hotels and Motels
 - Condos represents all Condominiums and Apartments
 - Vacation Rentals represents all Vacation Rentals, Single Family, Interval Owner, Cottage, Duplex, Mobile Home Park, Room, Rooming House, and Other
 - RV Park / Campground represents all RV Parks and Campgrounds

If I can be of further assistance to the Council, or should you wish to discuss this report further, please do not hesitate to contact me.

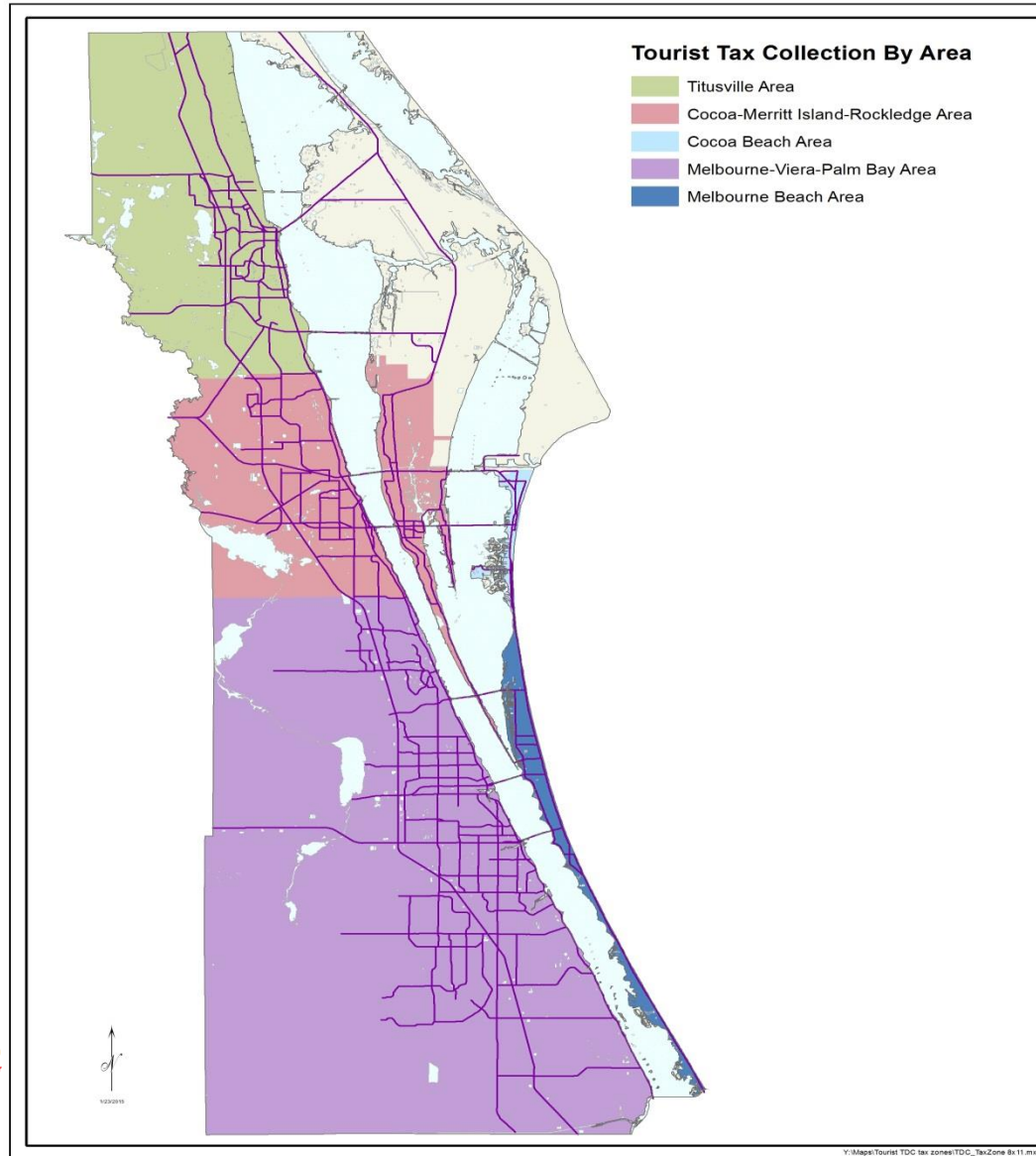


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Sincerely

Stacy DeLano
Finance Director
Tourist Development Office

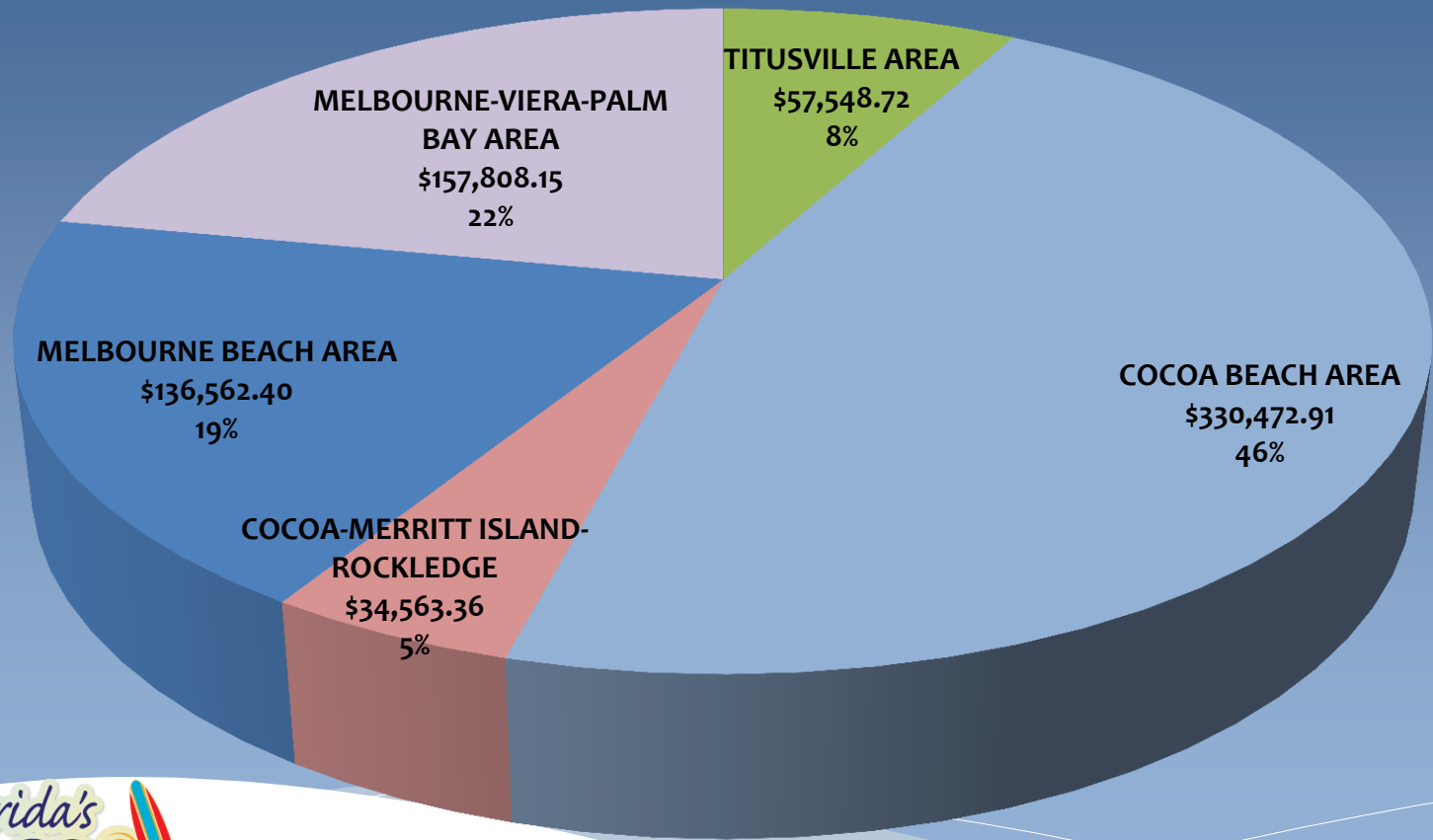
Map of Tourist Tax Collections by Area



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Tourist Tax Collections by Area November 2015



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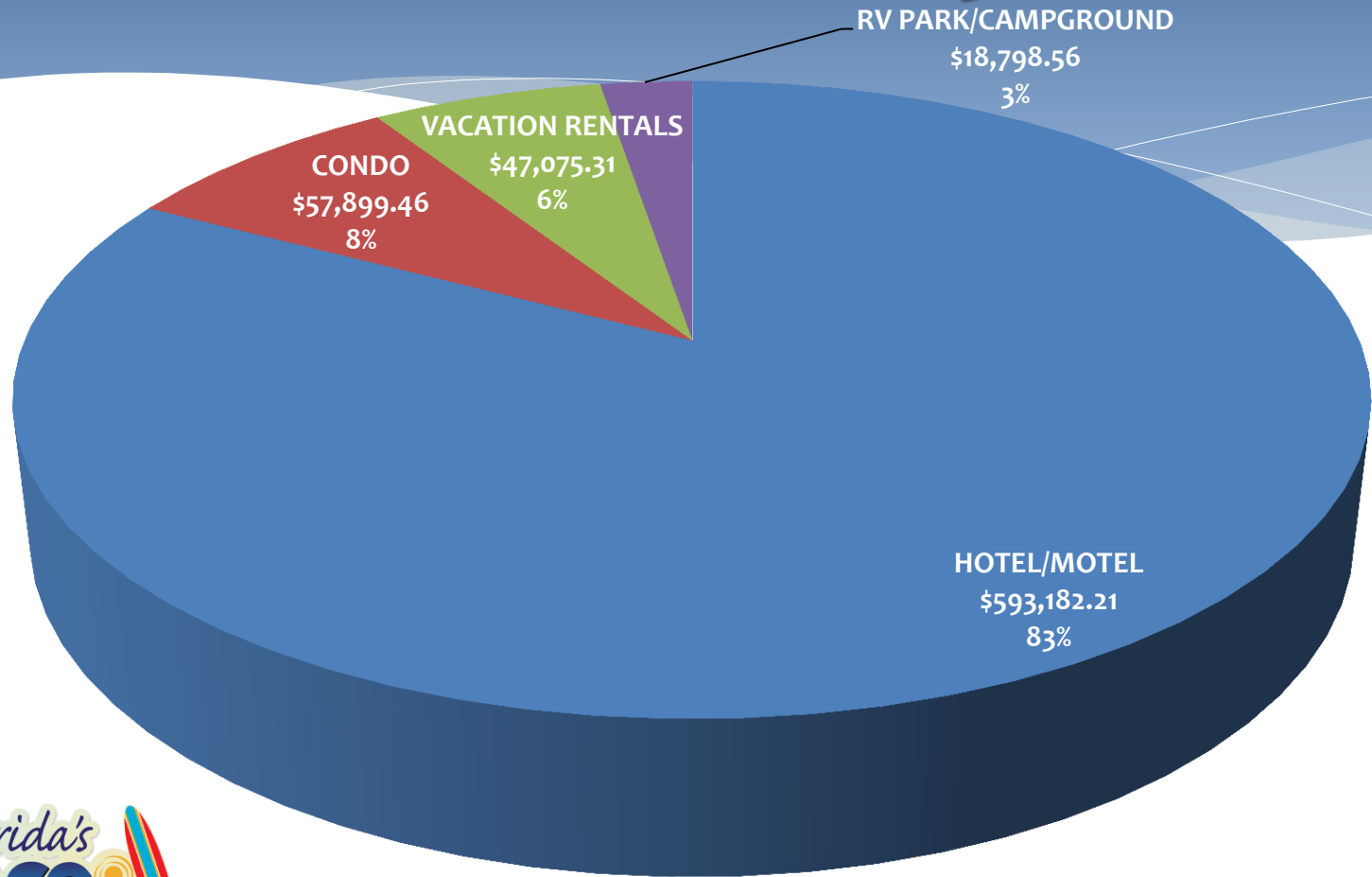
\$716,955.54

Brevard Tax Collector
Lisa Cullen, CFC



Tourist Tax Collections by Type

November 2015



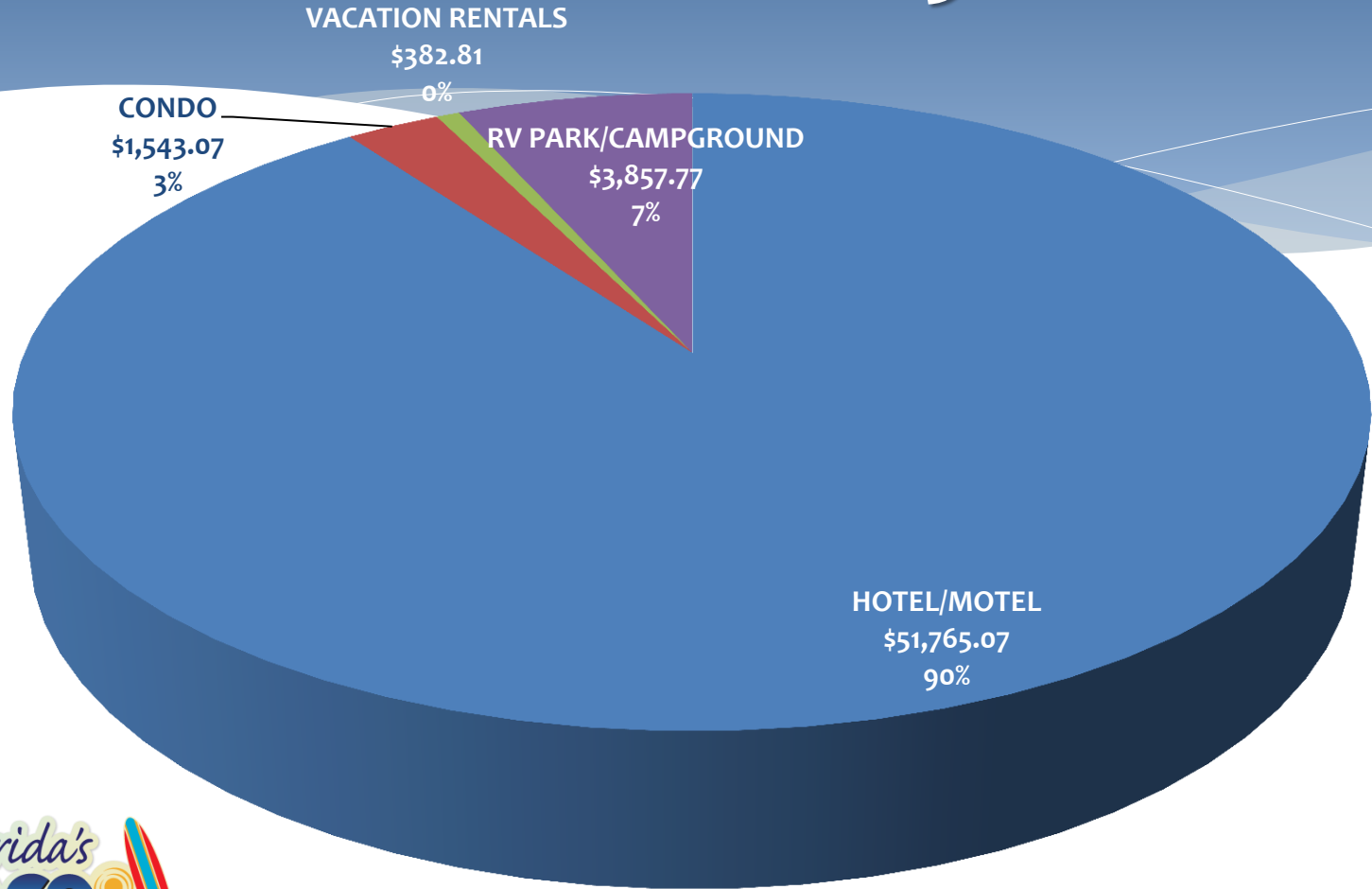
\$716,955.54



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Titusville Area by Type November 2015



\$57,548.72

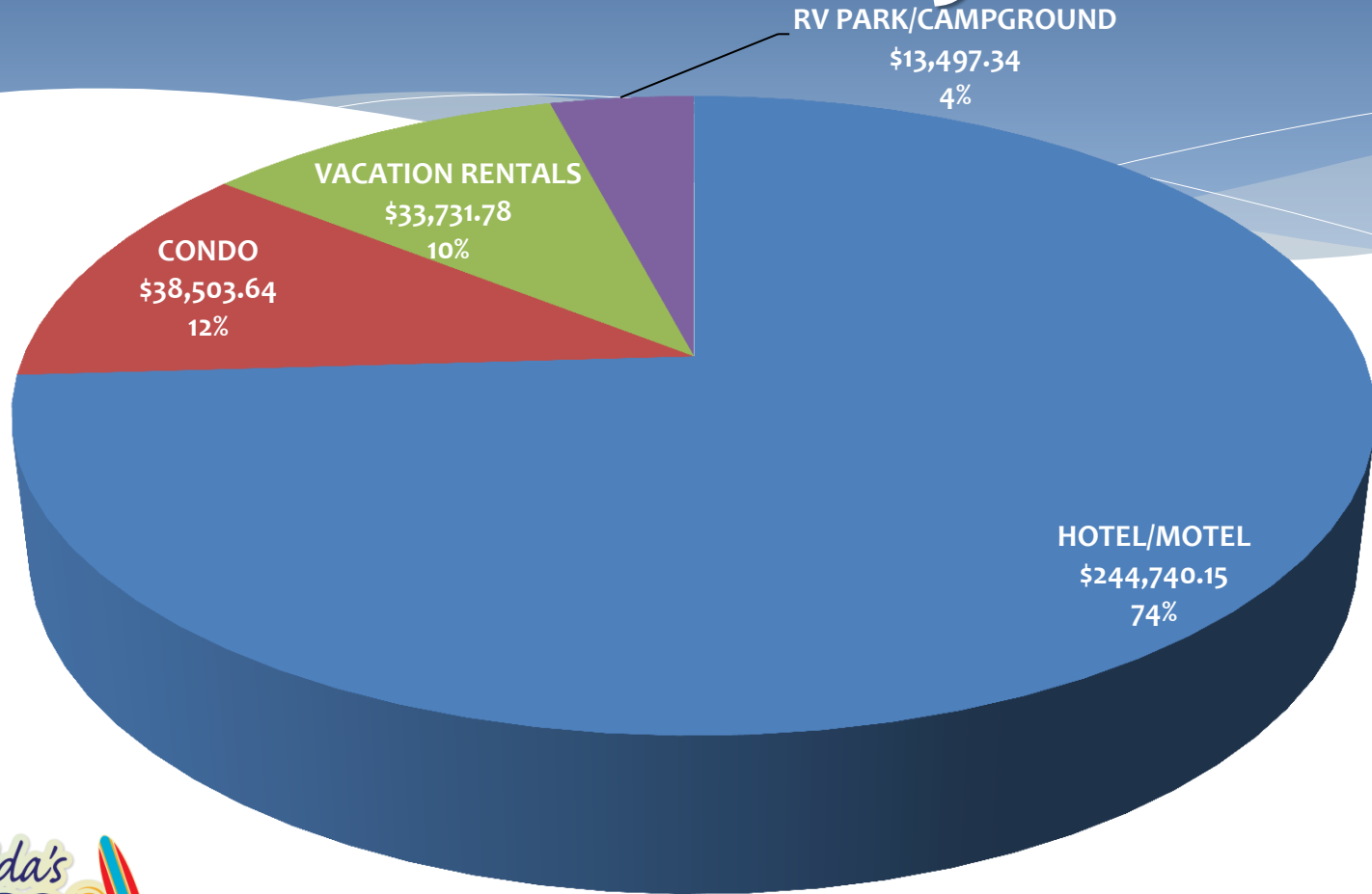


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Cocoa Beach Area by Type

November 2015

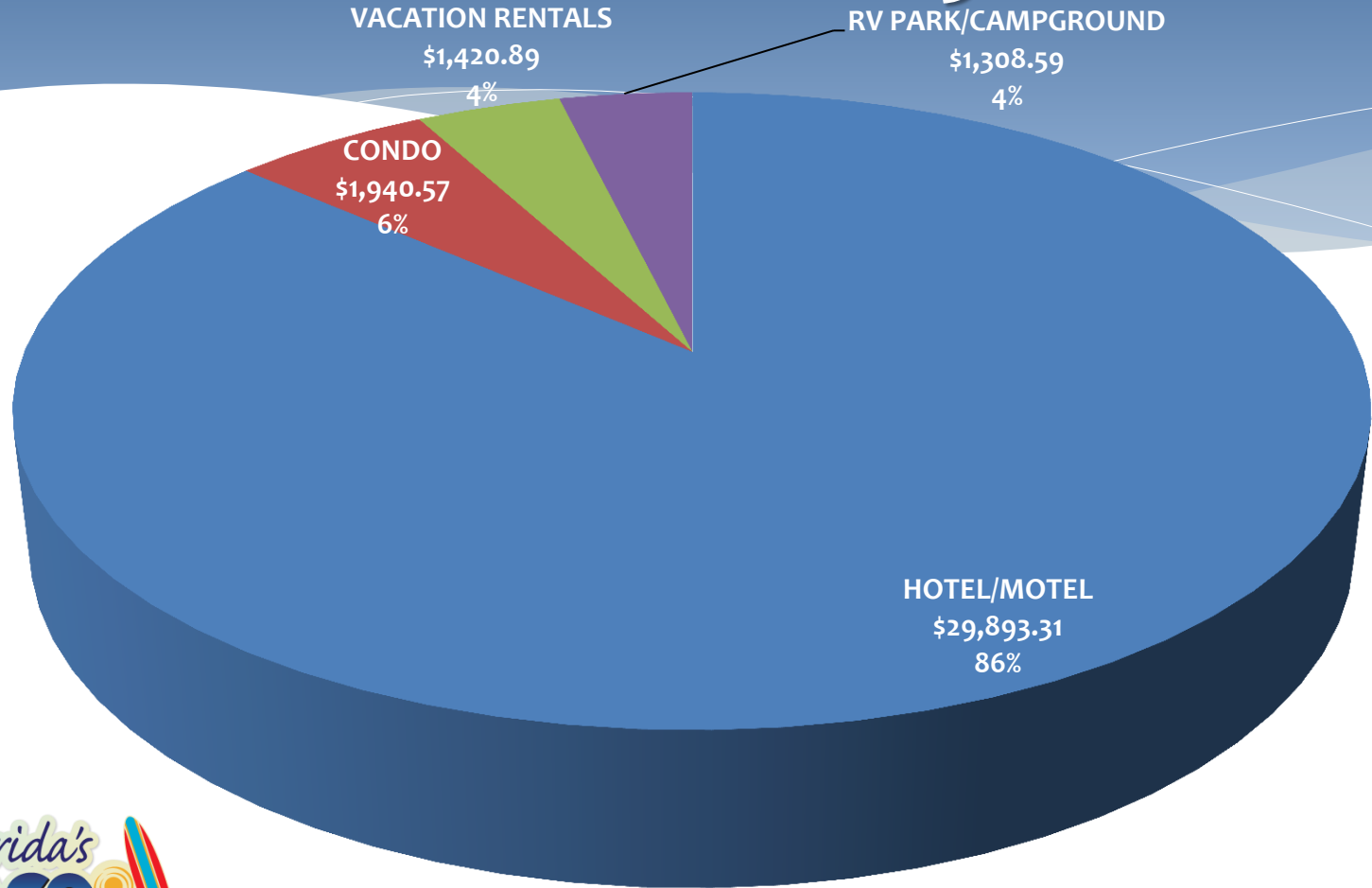


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\$330,472.91



Cocoa-Merritt Island-Rockledge Area by Type November 2015



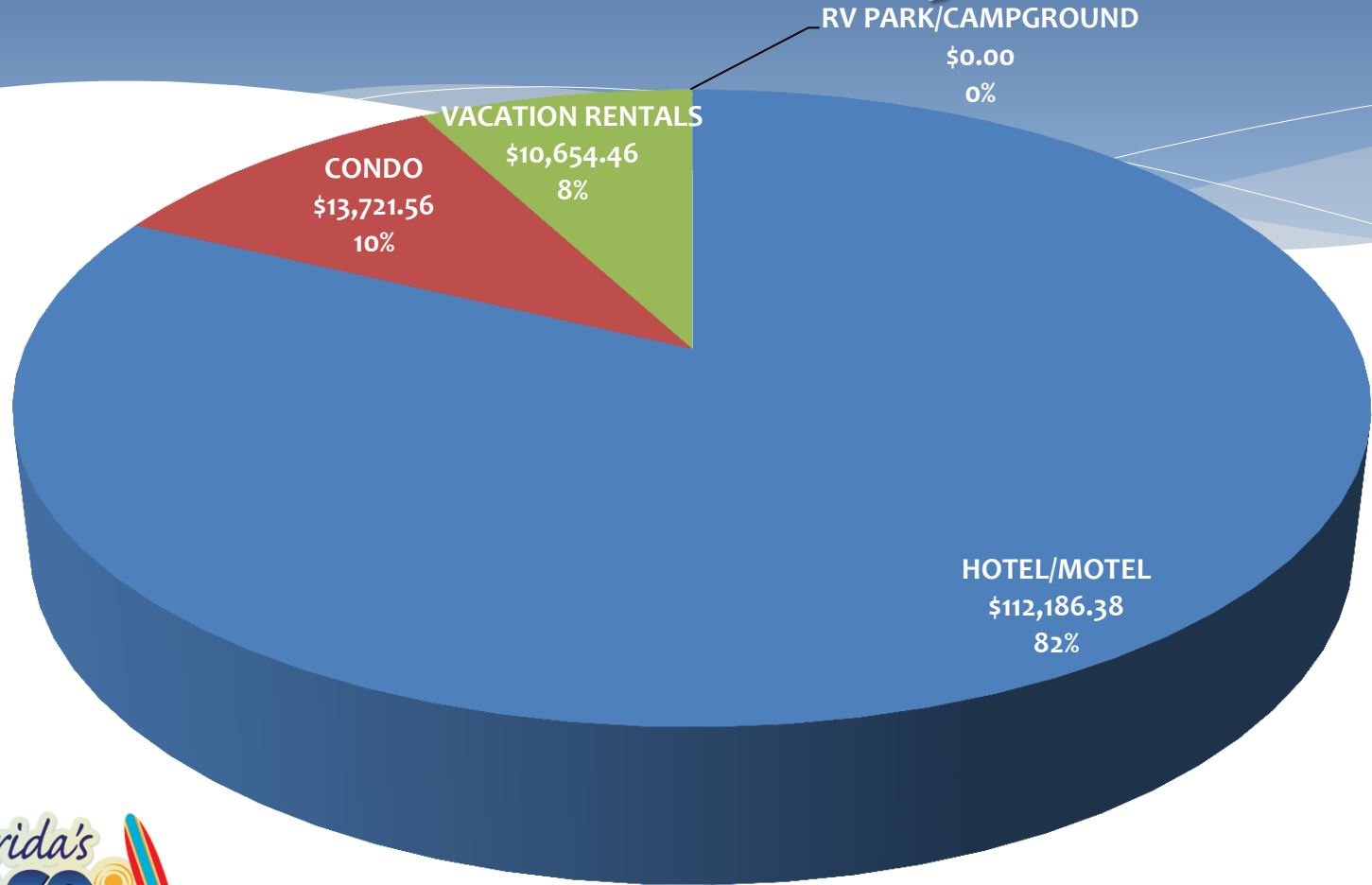
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\$34,563.36



Melbourne Beach Area by Type

November 2015



\$136,562.40

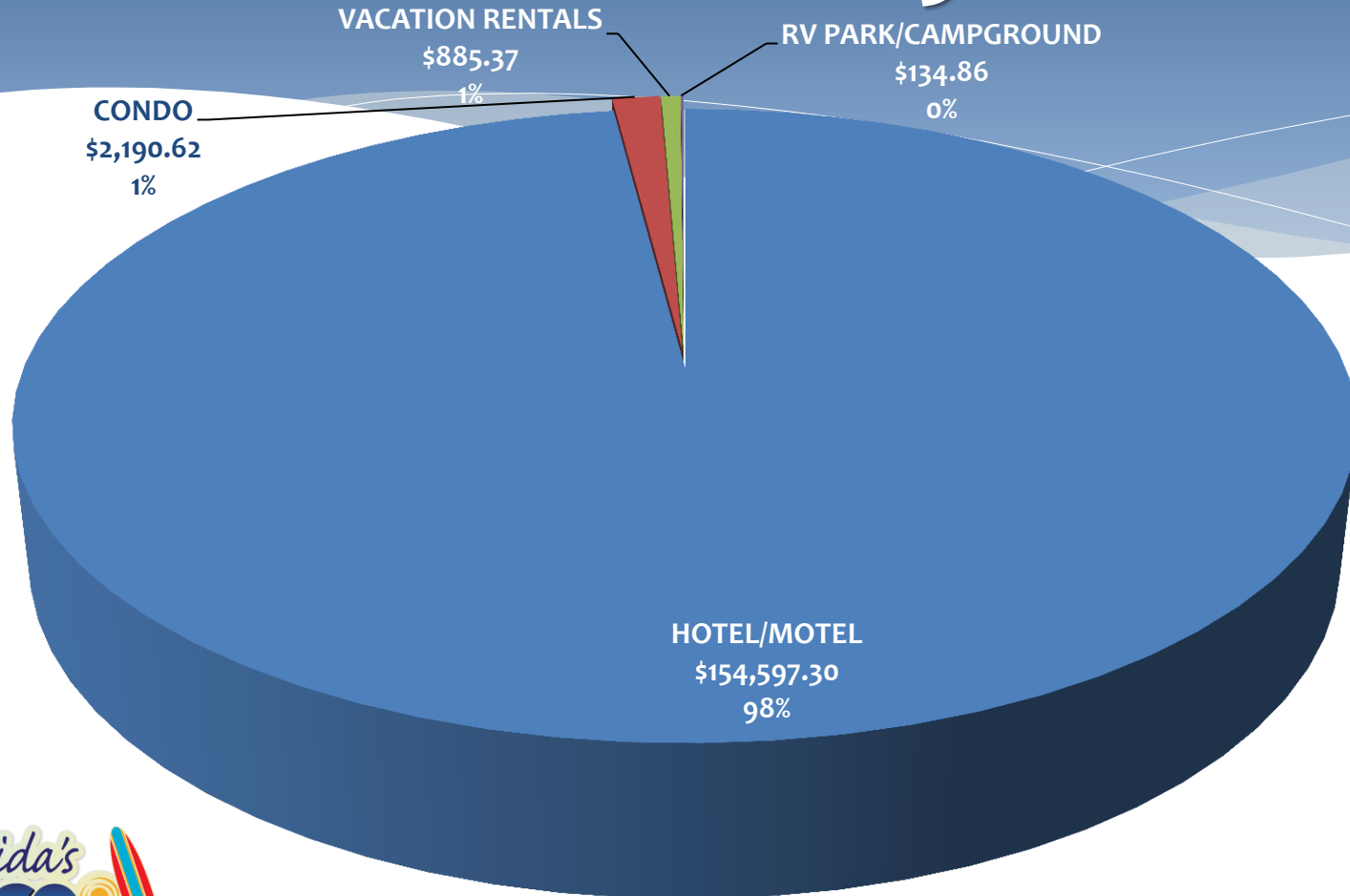


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Melbourne-Viera-Palm Bay Area by Type

November 2015



\$157,808.15

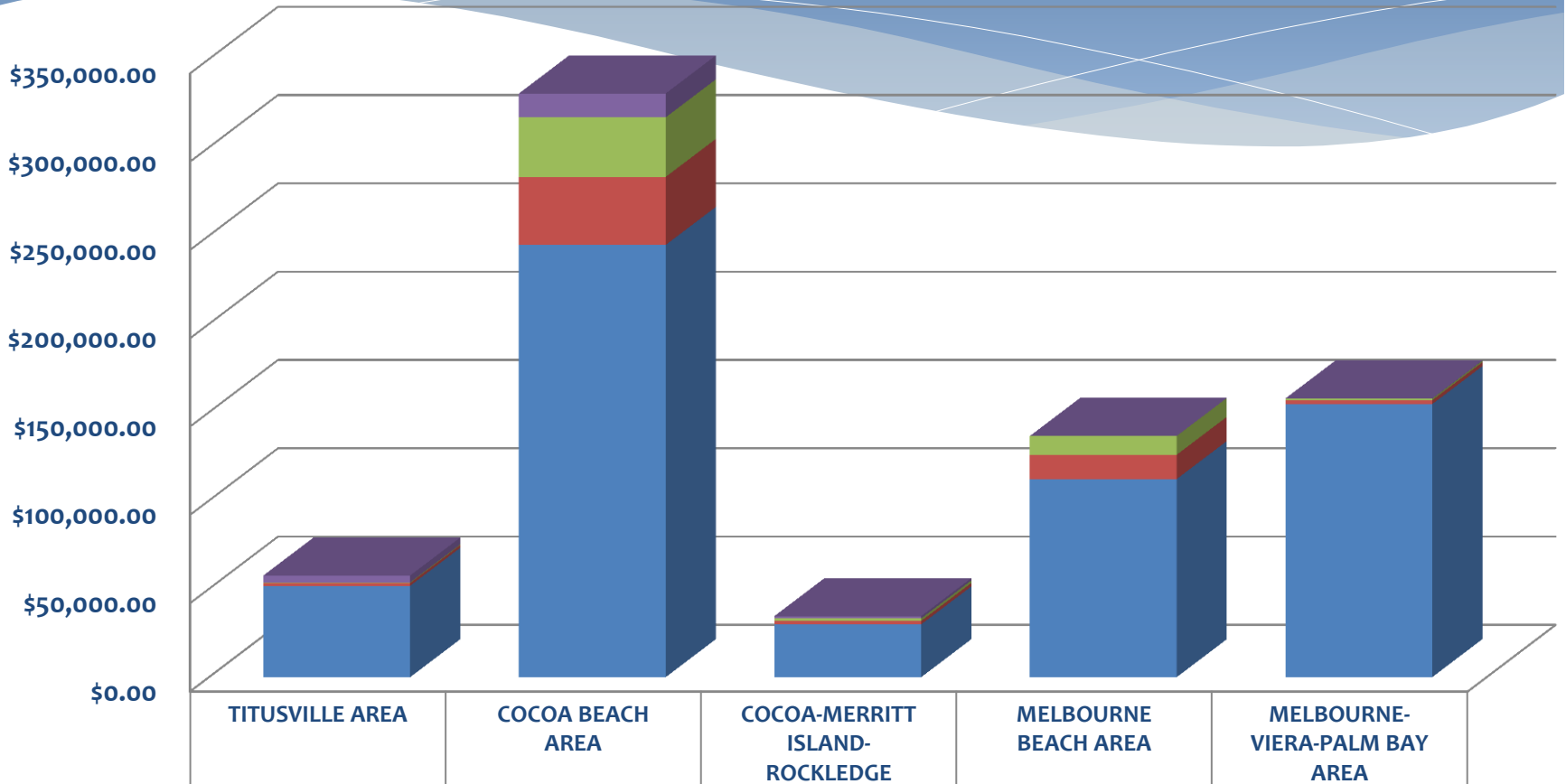


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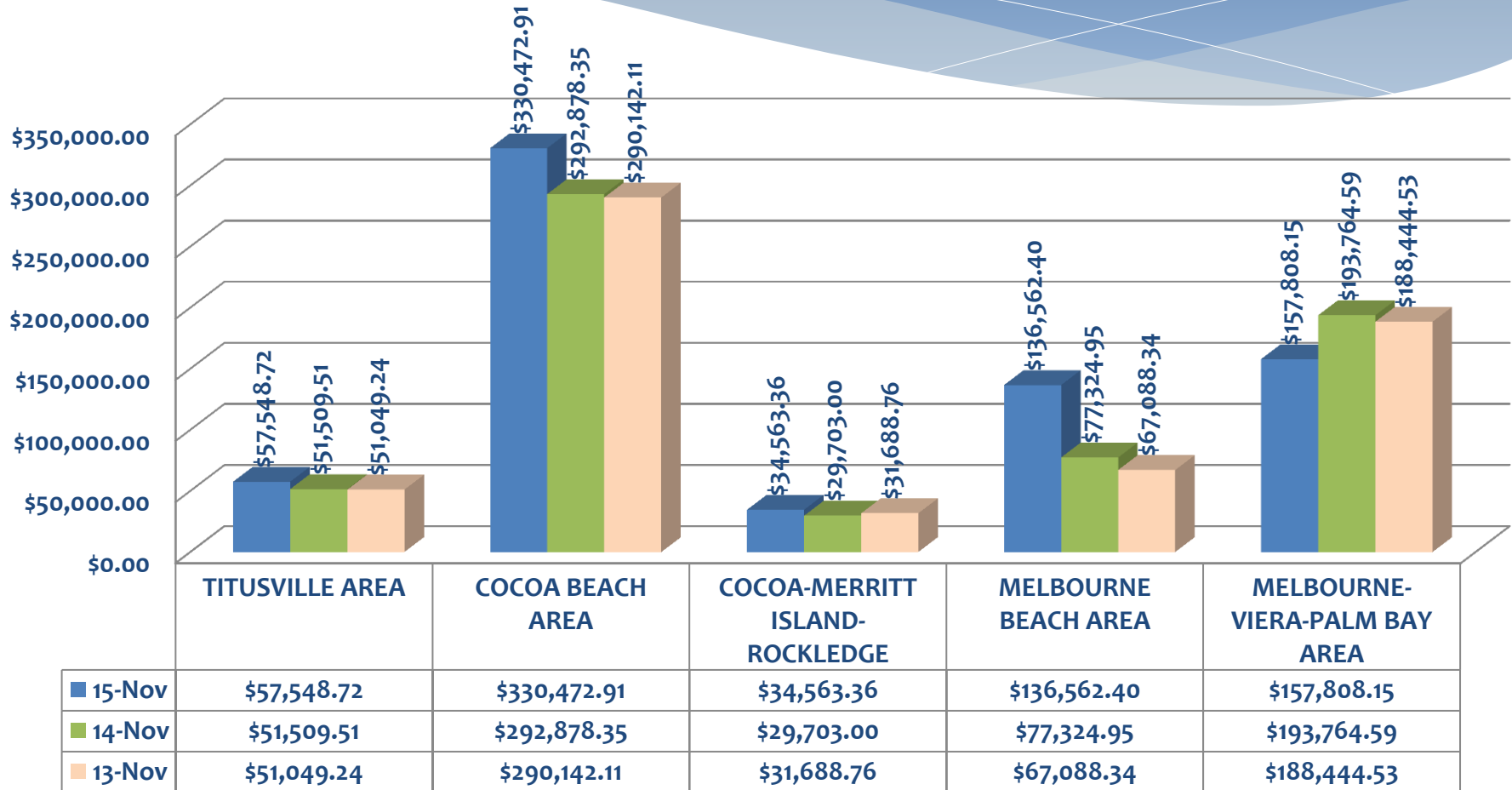
Tourist Tax Collections by Type

November 2015

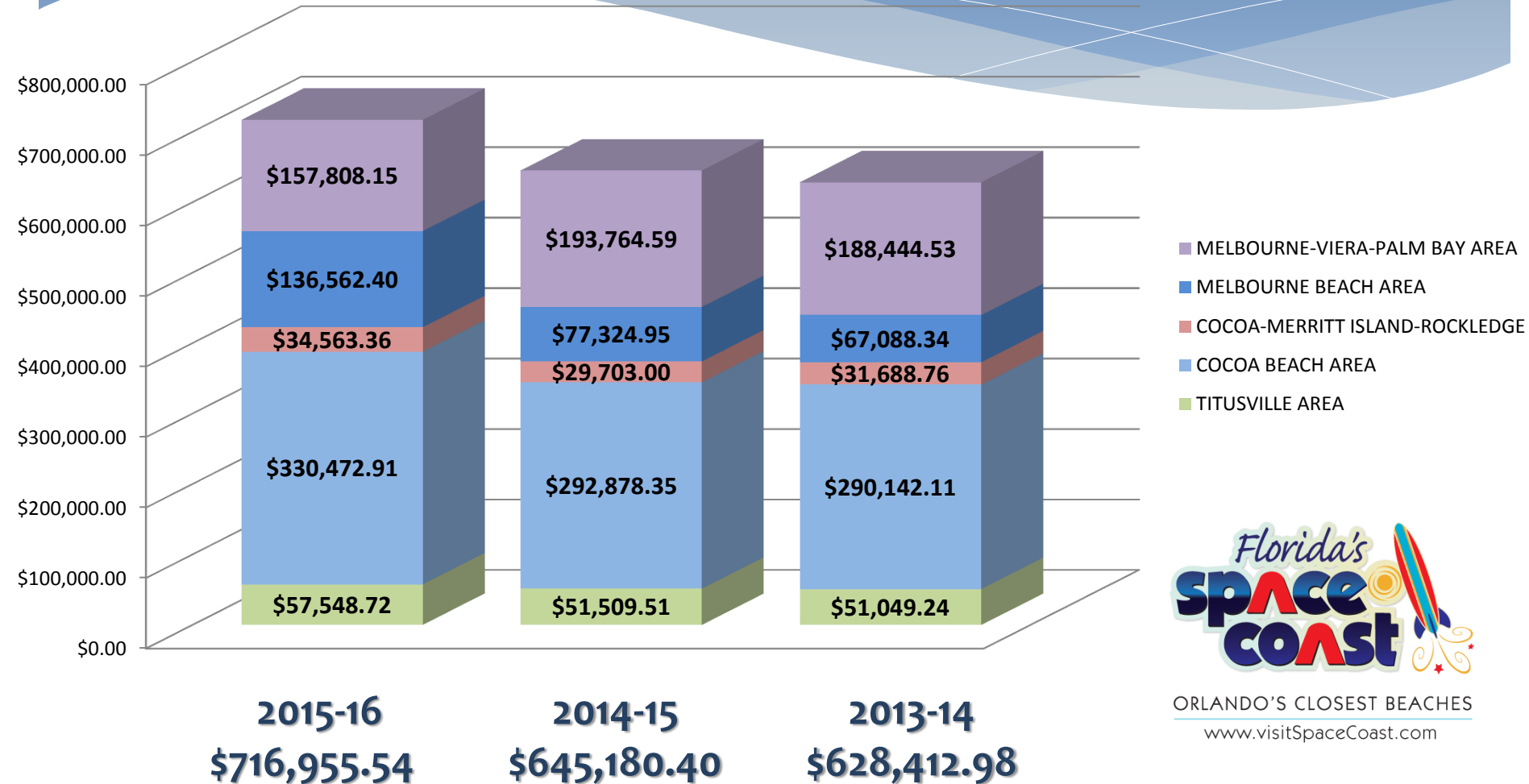


	TITUSVILLE AREA	COCOA BEACH AREA	COCOA-MERRITT ISLAND-ROCKLEDGE	MELBOURNE BEACH AREA	MELBOURNE-VIERA-PALM BAY AREA
RV PARK/CAMPGROUND	\$3,857.77	\$13,497.34	\$1,308.59	\$0.00	\$134.86
VACATION RENTALS	\$382.81	\$33,731.78	\$1,420.89	\$10,654.46	\$885.37
CONDO	\$1,543.07	\$38,503.64	\$1,940.57	\$13,721.56	\$2,190.62
HOTEL/MOTEL	\$51,765.07	\$244,740.15	\$29,893.31	\$112,186.38	\$154,597.30

Three Year November Comparison by Area



Three Year November Comparison by Area



Revenue Analysis

FY14, FY15 and YTD FY16

MONTH	FY2016	FY 2015	2016 TO 2015		FY 2014	2015 TO 2014		FY 2013	2014 TO 2013	
			\$Variance	% Variance		\$Variance	% Variance		\$Variance	% Variance
Oct	\$732,459.59	\$656,720.22	\$75,739.37	11.53%	\$553,752.95	\$102,967.27	18.59%	\$589,574.57	-\$35,821.62	-6.08%
Nov	\$716,955.54	\$645,180.40	\$71,775.14	11.12%	\$628,412.98	\$16,767.42	2.67%	\$519,533.74	\$108,879.24	20.96%
Dec		\$799,748.69			\$618,482.68	\$181,266.01	29.31%	\$564,560.93	\$53,921.75	9.55%
Jan		\$963,272.47			\$766,804.05	\$196,468.42	25.62%	\$651,326.27	\$115,477.78	17.73%
Feb		\$1,197,949.18			\$1,016,918.63	\$181,030.55	17.80%	\$885,400.27	\$131,518.36	14.85%
Mar		\$1,621,787.49			\$1,421,795.30	\$199,992.19	14.07%	\$1,272,204.24	\$149,591.06	11.76%
Apr		\$1,078,431.92			\$921,980.58	\$156,451.34	16.97%	\$774,577.03	\$147,403.55	19.03%
May		\$896,290.14			\$795,122.19	\$101,167.95	12.72%	\$714,911.49	\$80,210.70	11.22%
Jun		\$916,539.50			\$844,773.85	\$71,765.65	8.50%	\$765,787.13	\$78,986.72	10.31%
Jul		\$1,028,875.77			\$925,107.99	\$103,767.78	11.22%	\$842,325.35	\$82,782.64	9.83%
Aug		\$774,931.99			\$796,370.41	-\$21,438.42	-2.69%	\$673,808.54	\$122,561.87	18.19%
Sep		\$712,282.27			\$766,539.45	-\$54,257.18	-7.08%	\$589,191.18	\$177,348.27	30.10%
TOTAL	\$1,449,415.13	\$11,292,010.04	\$147,514.51	22.66%	\$10,056,061.06	\$1,235,948.98	12.29%	\$8,843,200.74	\$1,212,860.32	13.72%

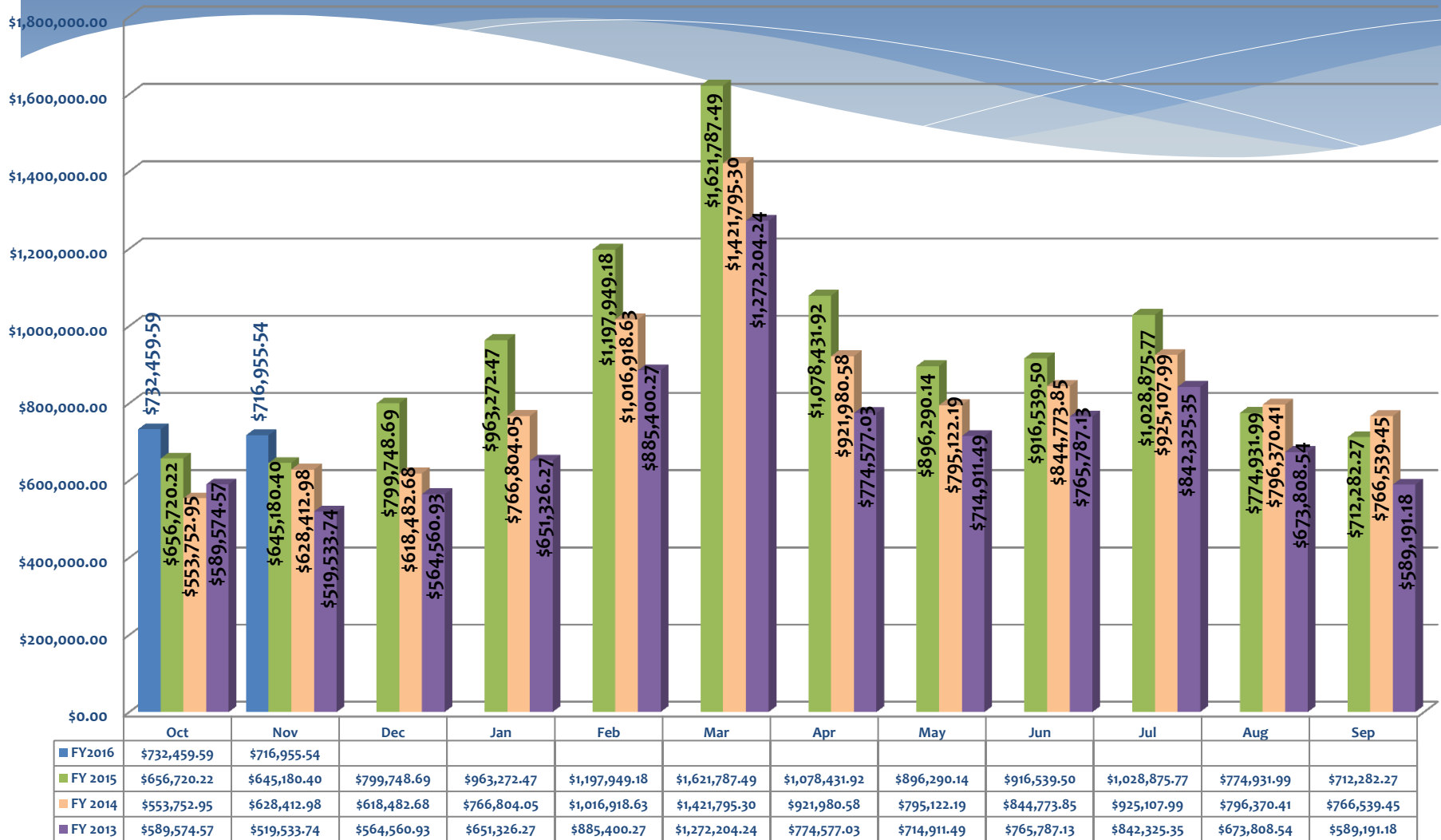


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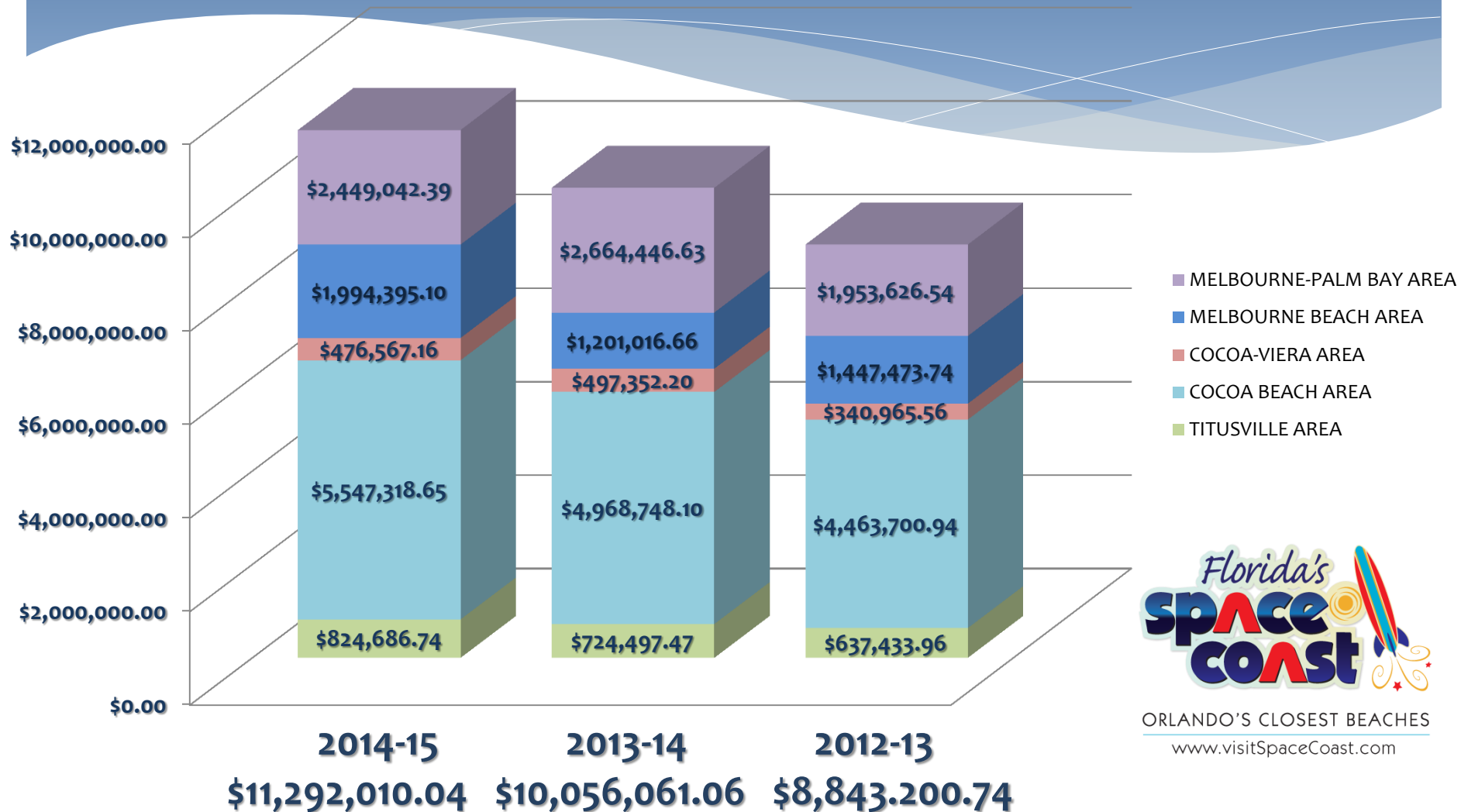


Revenue Analysis

FY13, FY14, FY 15 and YTD 16

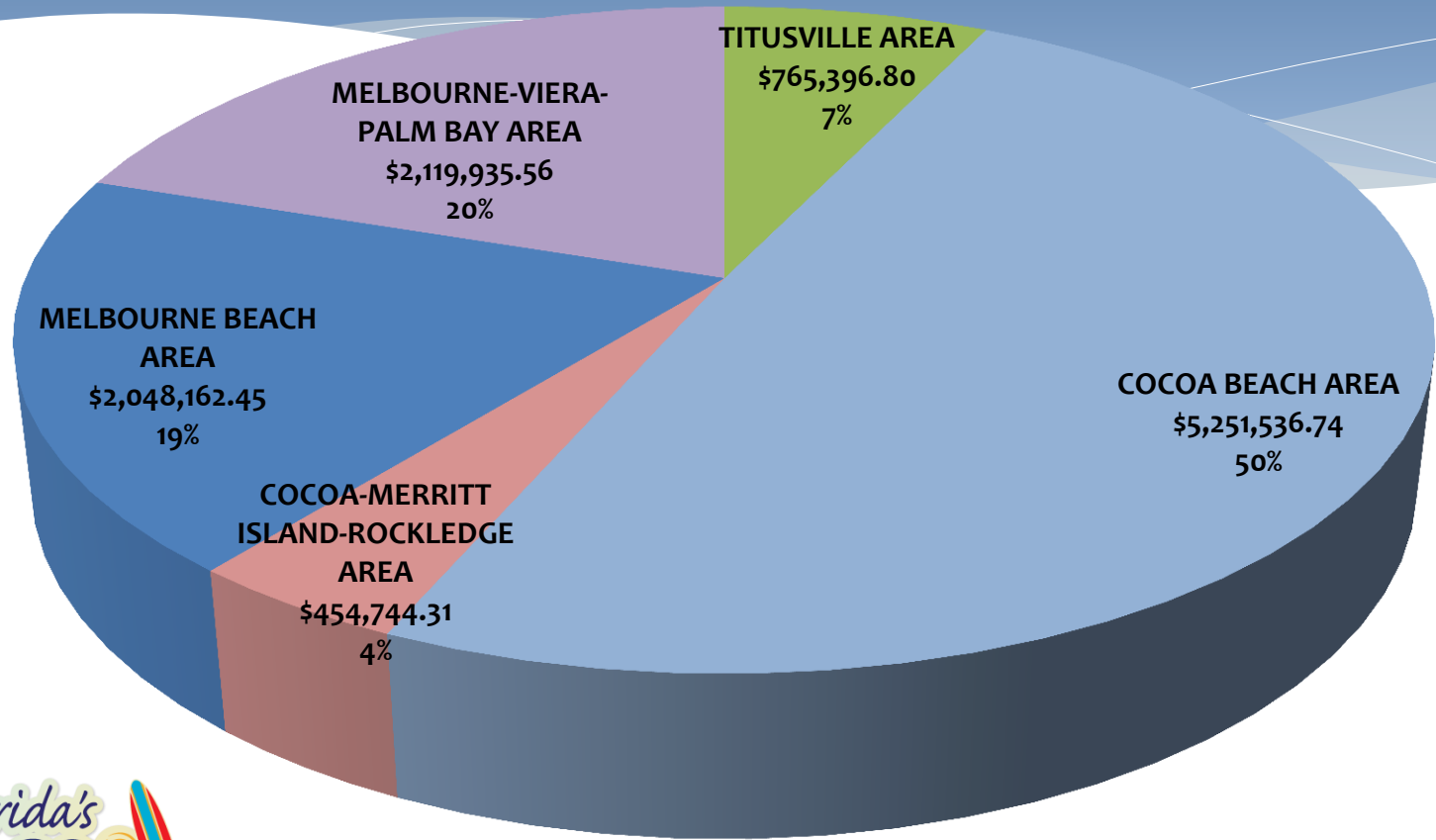


Three Year Comparison by Area



Tourist Tax Collections by Area

Calendar Year 2015 as of November 30th



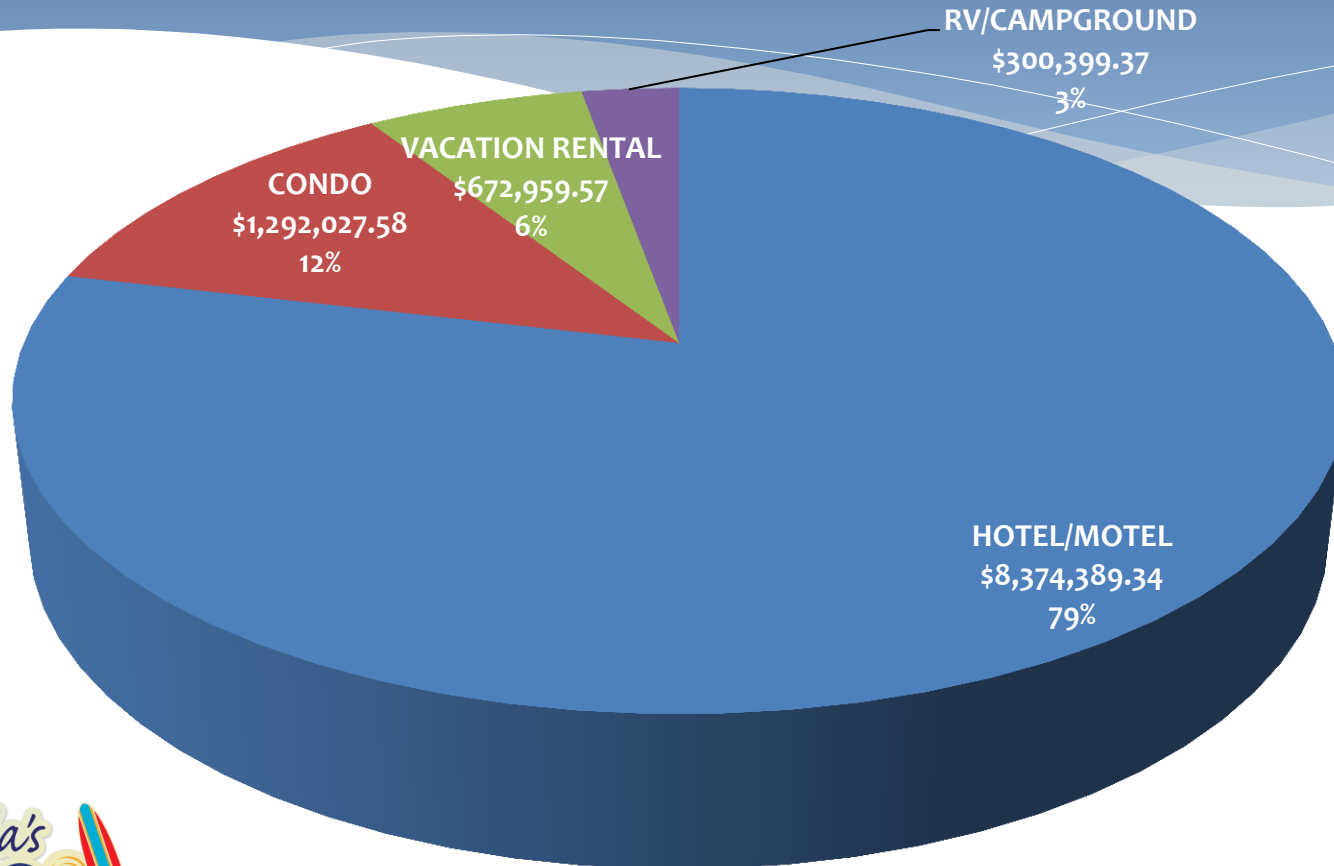
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\$10,639,775.86



Tourist Tax Collections by Type

Calendar Year 2015 as of November 30th



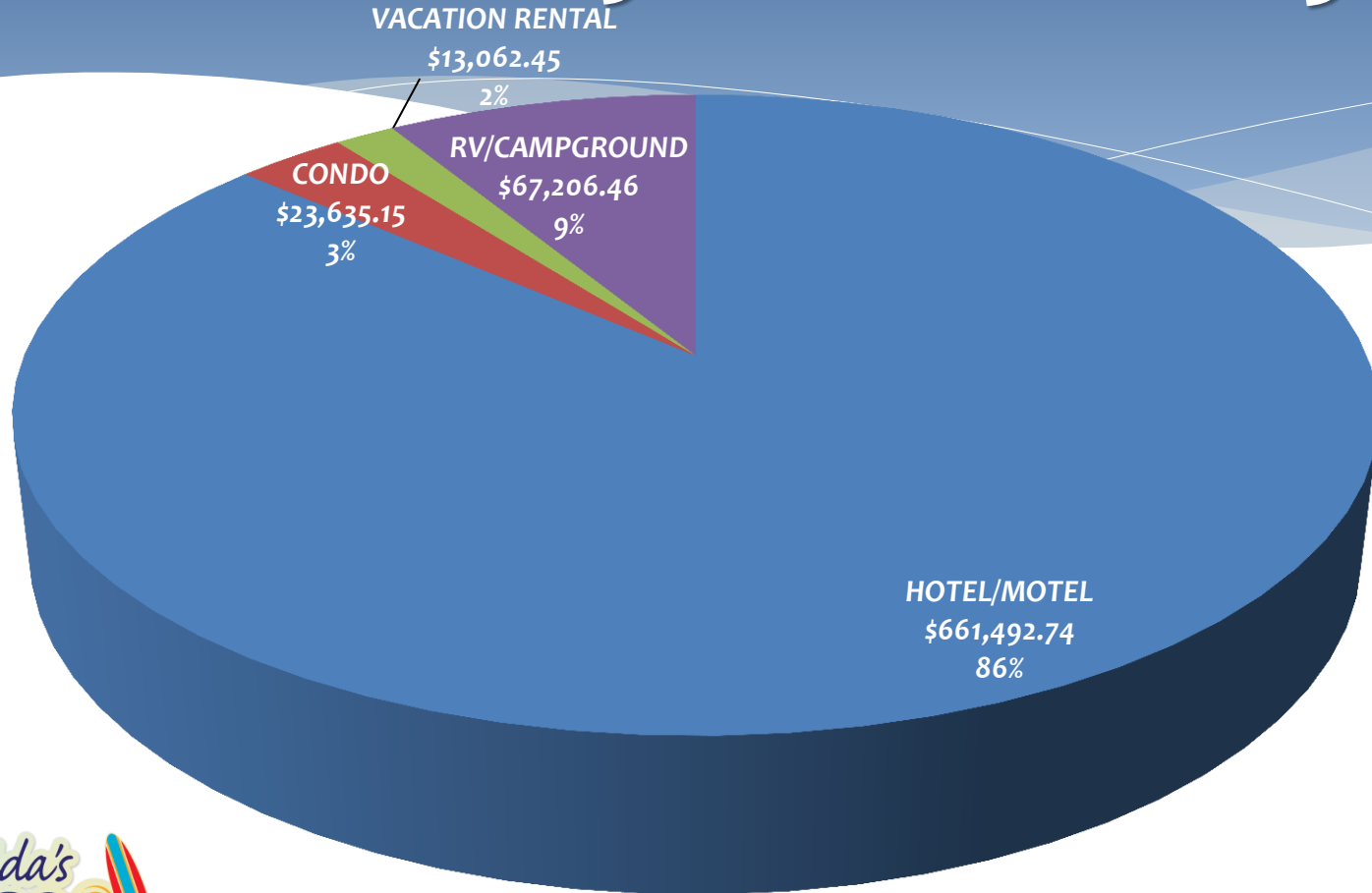
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\$10,639,775.86



Titusville Area by Type

Calendar Year 2015 as of November 30th



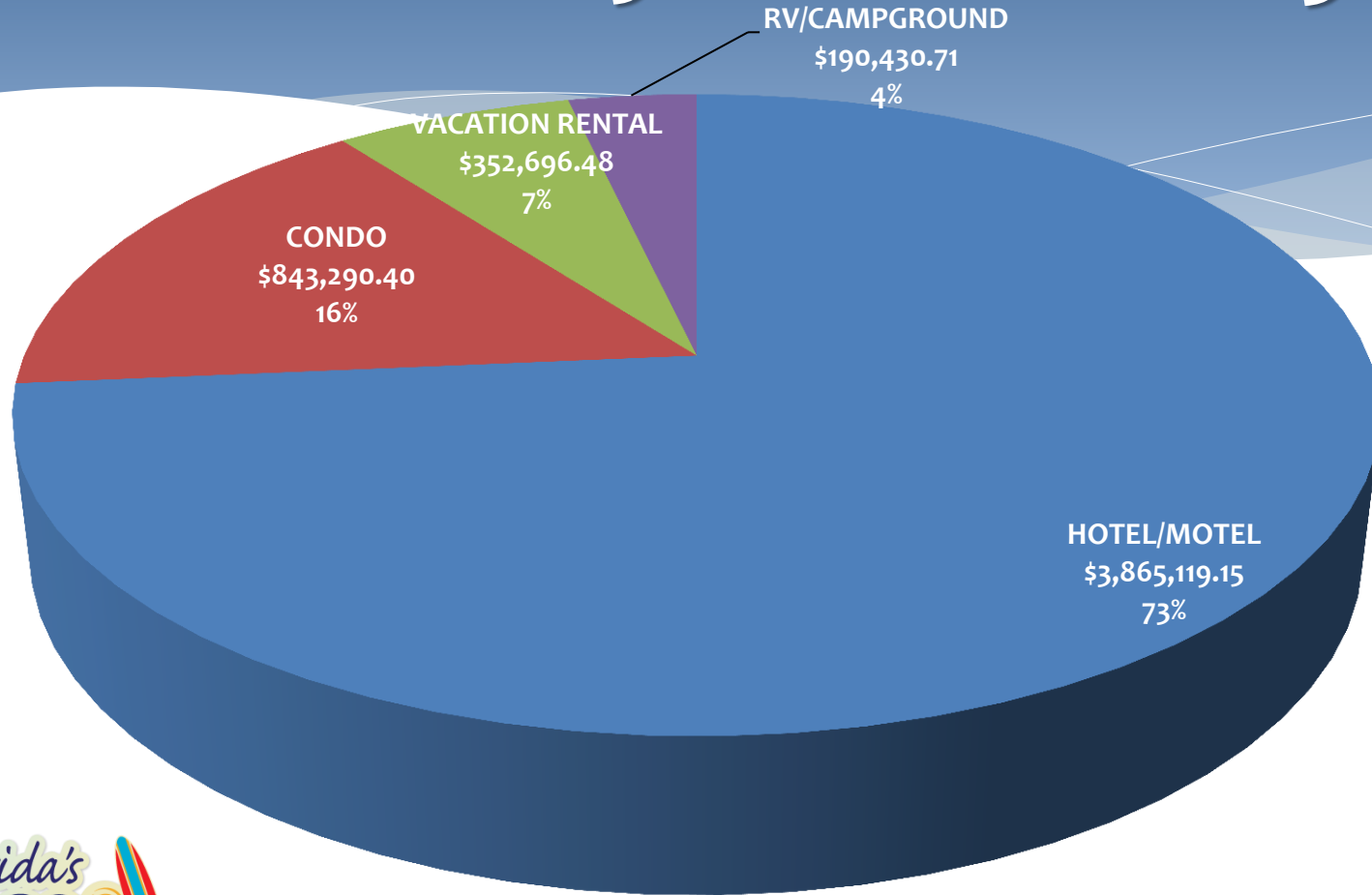
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\$765,396.80



Cocoa Beach Area by Type

Calendar Year 2015 as of November 30th

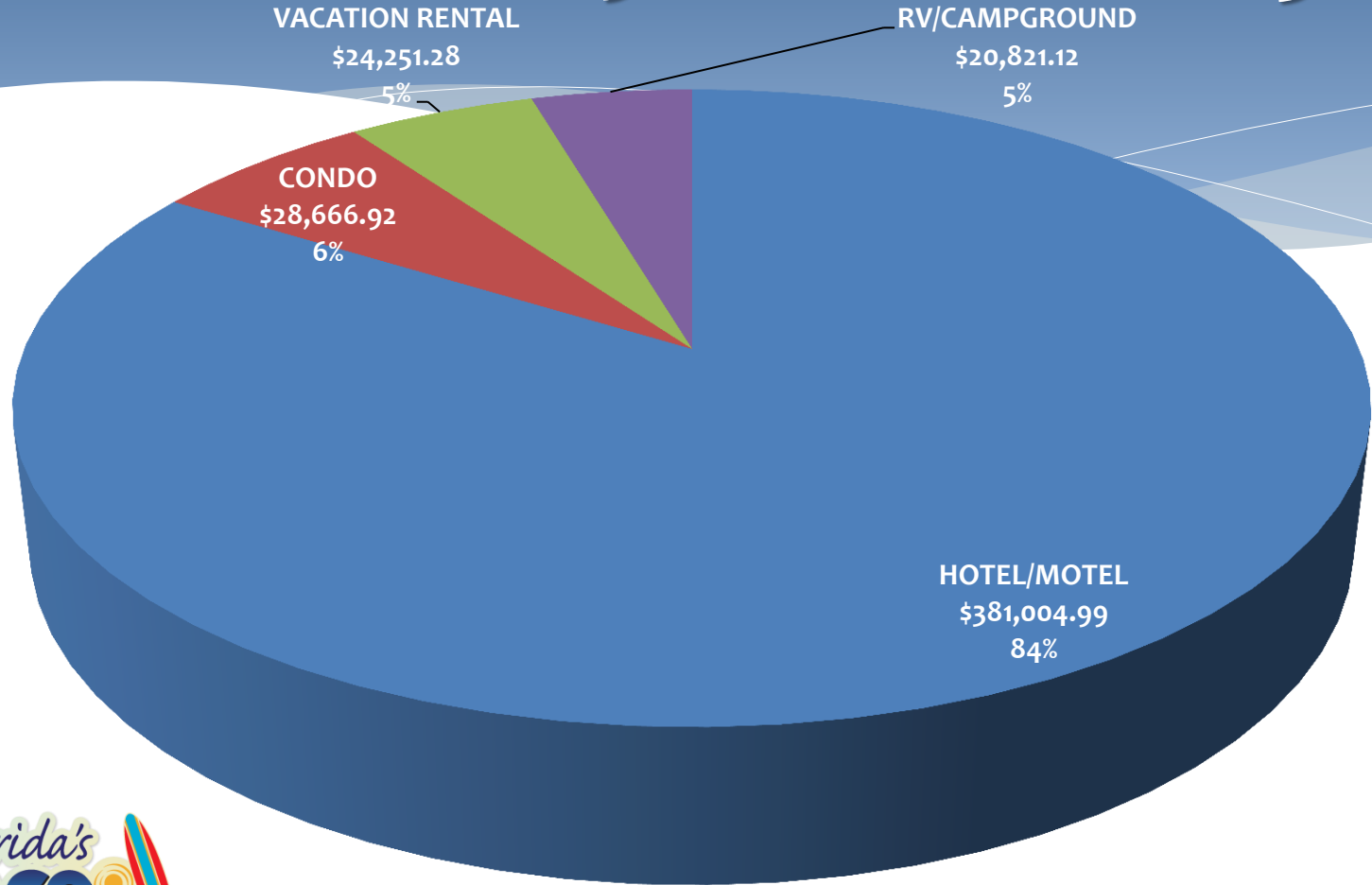


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\$5,251,536.74



Cocoa-Merritt Island-Rockledge Area by Type Calendar Year 2015 as of November 30th

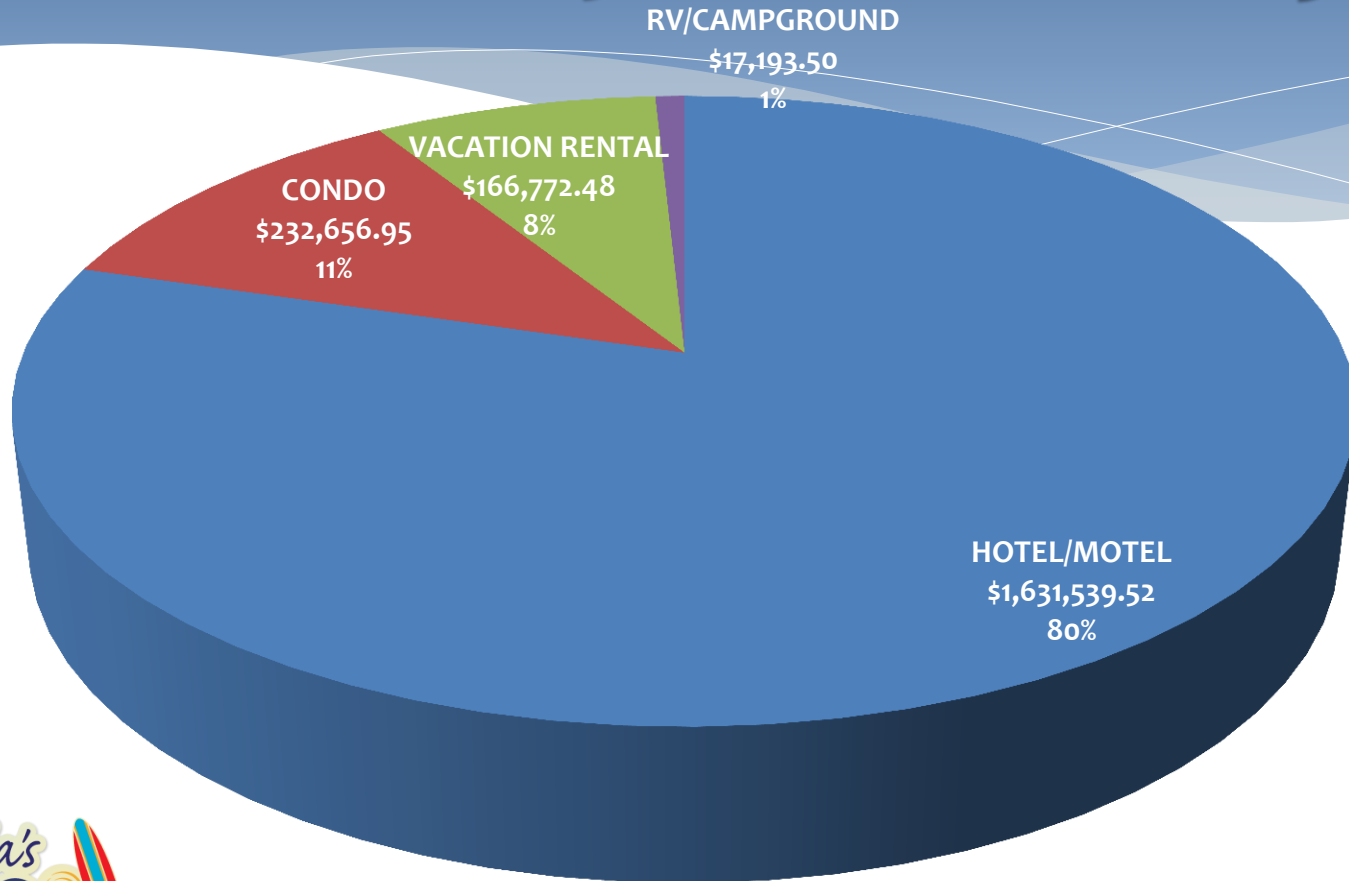


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\$454,744.31



Melbourne Beach Area by Type Calendar Year 2015 as of November 30th



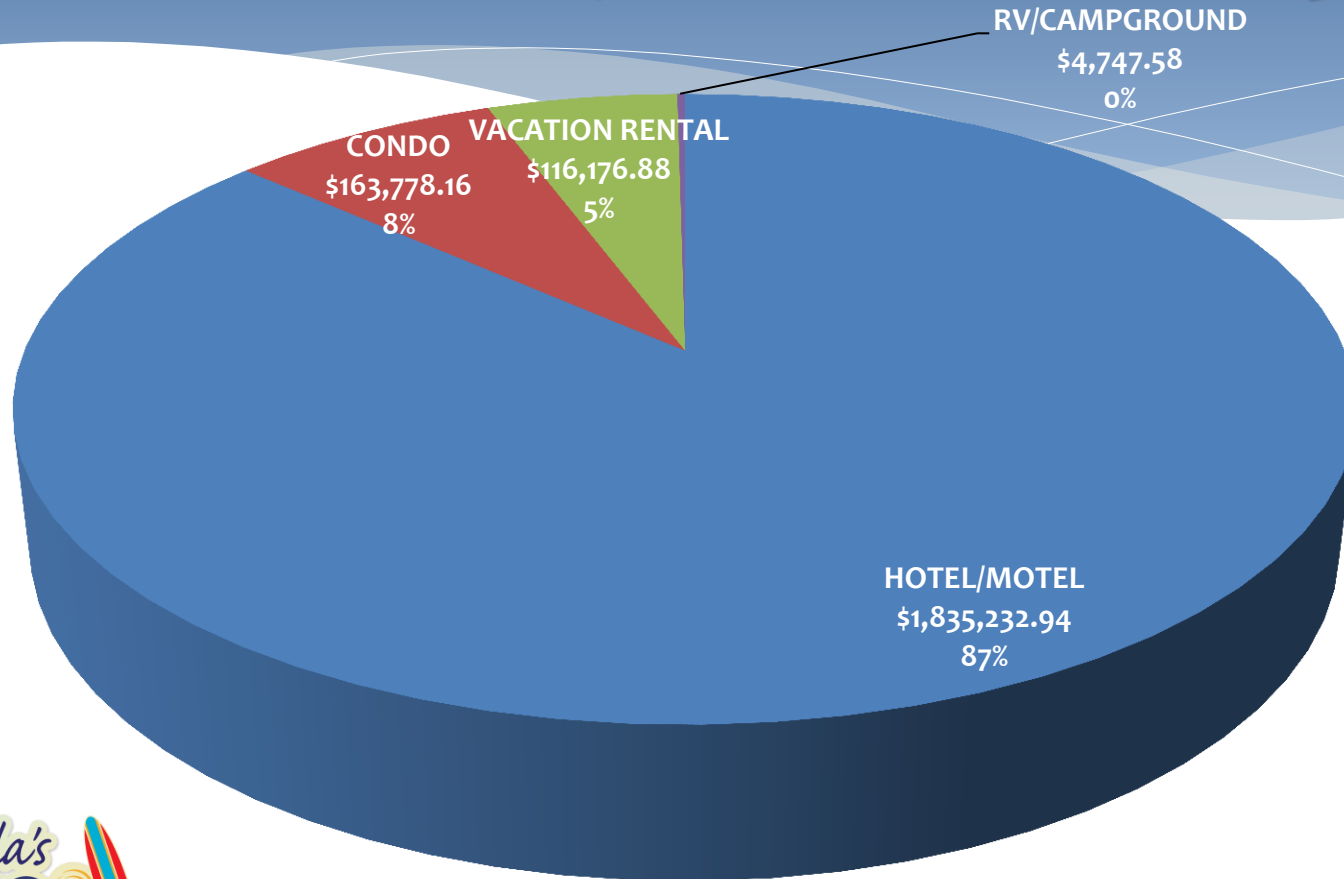
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Melbourne-Viera-Palm Bay Area by Type Calendar Year 2015 as of November 30th

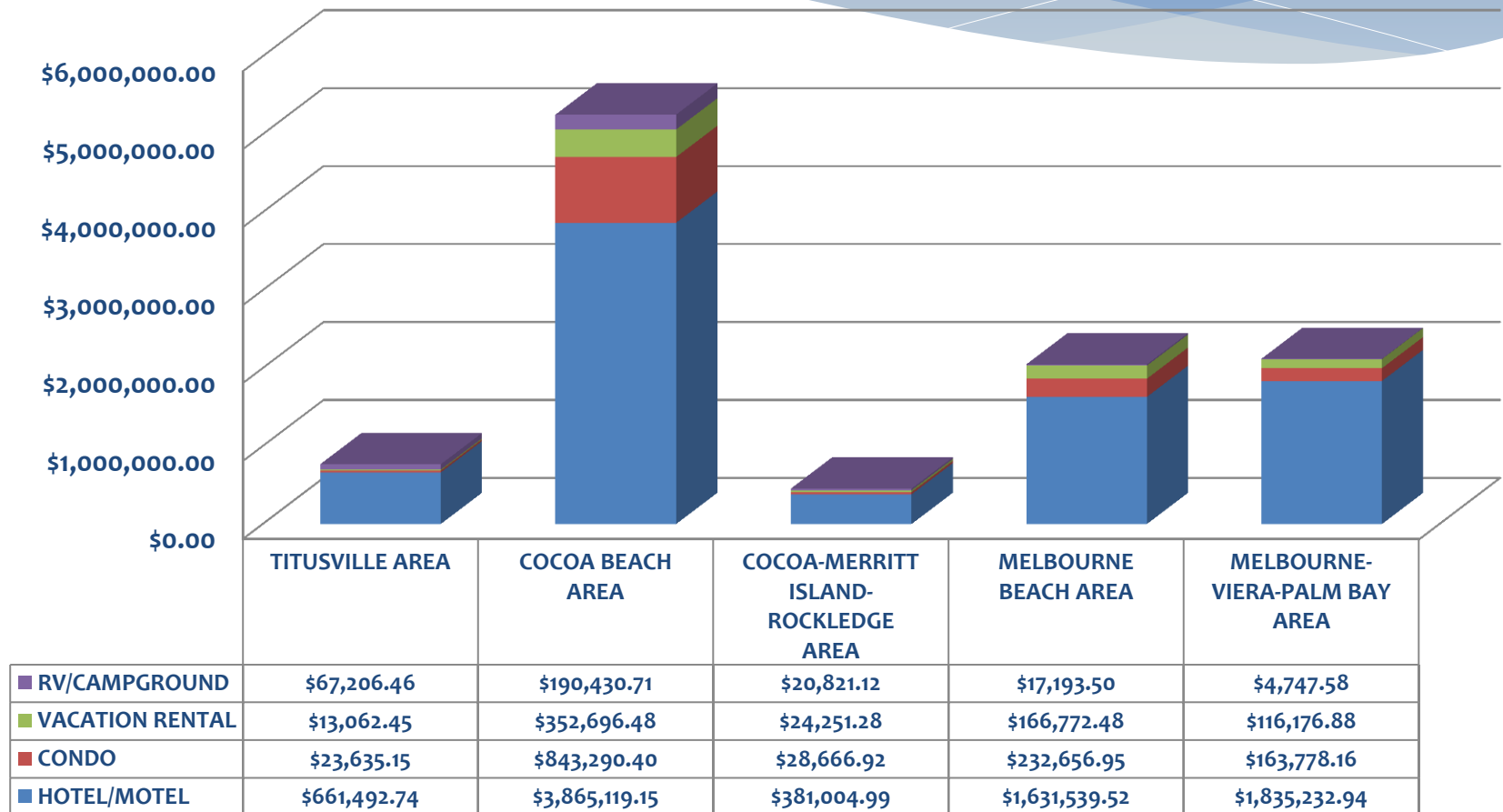


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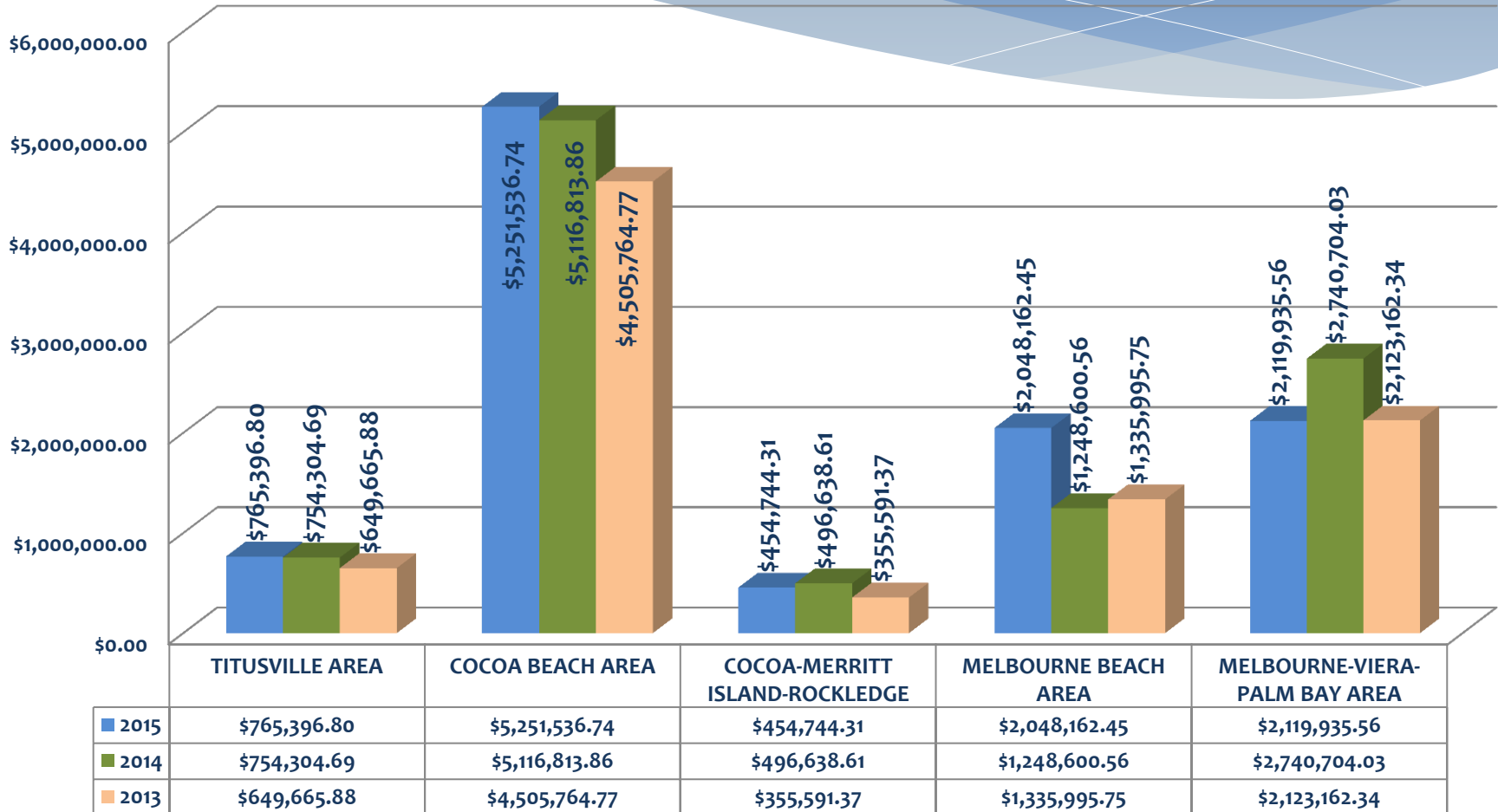
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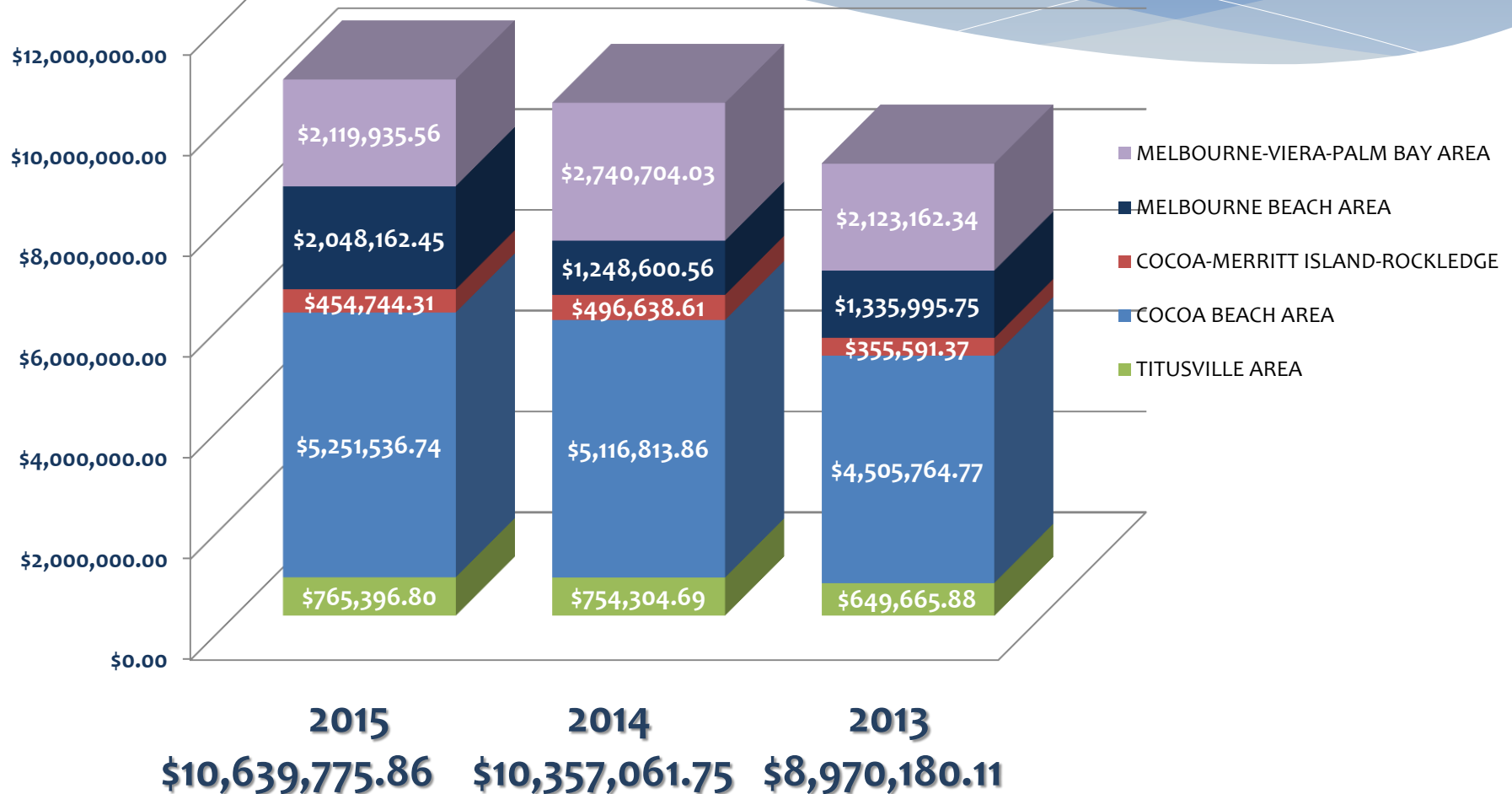
Tourist Tax Collections by Type as of November 30th Calendar Year 2015



Three Year Comparison by Area as of November 30th Calendar Year 2013, 2014 & 2015



Three Year Comparison by Area as of November 30th Calendar Year 2013, 2014 & 2015

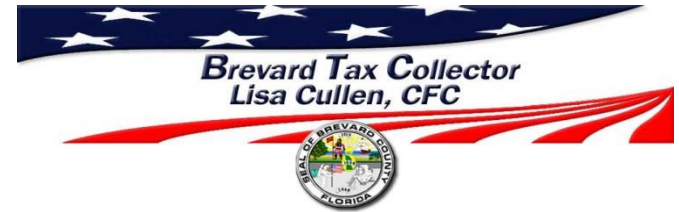


Supporting Data and Service Contributions



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Planning & Development